

AGREEMENT FORM FOR
POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE ☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
WLYF MIAMI	10/19/16

I, Ian Richards,
being/on behalf of: Campaign to Elect Ian Richards a legally
qualified candidate of the Broward County Non-Partisan political
party for the office of: County Court Judge Group 7
in the General Election
election to be held on: Nov. 8 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	See Attached				

Total Charges: \$ 3745.00

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Ian Richards Campaign

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

Dean Richards

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

10/19/2016
Date


Signature

☒ Accepted

☐ **Accepted in Part**

☐ Rejected

☒ Accepted


Signature

Printed Name

VP/maf

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Ian Richards
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

 Ian Richards

printed name

 10/19/2016
date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
 CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges: \$3745.00

AFTER AIRING OF BROADCASTS:

- Attach invoices or Schedule Run Summary to this Form showing:
- (1) actual air time and charges for each spot;
 - (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
 - (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

Ian Richards

From: Jennifer Cody
Phone: (305) 521-5353
Email: jcody@wmxj.com
10/19/2016 11:35 AM



Flight Dates: 10/21/2016 - 11/08/2016
Demo: P 12+

Radio Market: MIAMI-FT. LAUDERDALE-HOLLYWOOD
Survey: SEP16
Geography: Metro

	Daypart	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	Frequency	GIs
Radio Total		56		\$66.88	\$3,745.00	0.6%	\$105.49	35.5	1.9	1,398,400
WLYF-FM		56		\$66.88	\$3,745.00	0.6%	\$105.49	35.5	1.9	1,398,400
Flight A - 1 wk (10/17)										
		10		\$62.50	\$625.00	0.6%	\$102.46	6.1	1.4	247,800
One Week Total		10		\$62.50	\$625.00	0.6%	\$102.46	6.1	1.4	247,800
	F 7P-12M	2 60		\$20.00	\$40.00	0.3%	\$66.67	0.6	1.1	26,000
	Sa 7P-12M	1 60		\$30.00	\$30.00	0.3%	\$100.00	0.3	1.0	12,700
	Su 7P-12M	1 60		\$30.00	\$30.00	0.2%	\$150.00	0.2	1.0	9,300
	Su 10A-7P	2 60		\$75.00	\$150.00	0.8%	\$93.75	1.6	1.1	62,200
	Sa 10A-7P	2 60		\$100.00	\$200.00	0.9%	\$111.11	1.8	1.1	74,000
	Sa 3P-7P	1 60		\$100.00	\$100.00	0.8%	\$125.00	0.8	1.0	33,000
	Su 3P-7P	1 60		\$75.00	\$75.00	0.8%	\$93.75	0.8	1.0	30,600
Flight A - 2 wks (10/24, 10/31)										
		30		\$65.00	\$1,950.00	0.6%	\$108.33	18.0	1.6	693,000
One Week Total		15		\$65.00	\$975.00	0.6%	\$108.33	9.0	1.4	346,500
	M-F 10A-3P	5 60		\$155.00	\$775.00	1.2%	\$129.17	6.0	1.3	239,500
	M-F 7P-12M	10 60		\$20.00	\$200.00	0.3%	\$66.67	3.0	1.4	107,000
Flight A - 2 wks (10/24, 10/31)										
		16		\$73.13	\$1,170.00	0.7%	\$102.63	11.4	1.7	457,600
One Week Total		8		\$73.13	\$585.00	0.7%	\$102.63	5.7	1.4	228,800
	Sa 7P-12M	1 60		\$30.00	\$30.00	0.3%	\$100.00	0.3	1.0	12,700
	Su 7P-12M	1 60		\$30.00	\$30.00	0.2%	\$150.00	0.2	1.0	9,300
	Su 10A-3P	2 60		\$75.00	\$150.00	0.8%	\$93.75	1.6	1.2	62,800
	Sa 10A-3P	2 60		\$100.00	\$200.00	1.0%	\$100.00	2.0	1.2	80,400
	Sa 3P-7P	1 60		\$100.00	\$100.00	0.8%	\$125.00	0.8	1.0	33,000

The first demo listed is the Primary Demo.
This report was created in TAPSCAN using the following Radio information: MIAMI-FT. LAUDERDALE-HOLLYWOOD; SEP16; Metro; Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.
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Ian Richards



From: Jennifer Cody
Phone: (305) 521-5353
Email: jcody@wmxj.com
10/19/2016 11:35 AM

	Daypart	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	Frequency	Gls
WLYF-FM (continued)										
	Su 3P-7P	1	60	\$75.00	\$75.00	0.8%	\$93.75	0.8	1.0	30,600

The first demo listed is the Primary Demo.
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Ian Richards



From: Jennifer Cody
Phone: (305) 521-5353
Email: jcody@wmxj.com
10/19/2016 11:35 AM

Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	Frequency	Gls
Radio Total	56	\$66.88	\$3,745.00	0.6%	\$105.49	35.5	1.9	1,398,400
WLYF-FM	56	\$66.88	\$3,745.00	0.6%	\$105.49	35.5	1.9	1,398,400

Accepted by Station

10/19/16

Date

Accepted by Client

10/19/2016

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.
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Detailed Sourcing Summary

Radio Market: MIAMI-FT. LAUDERDALE-HOLLYWOOD
Survey: Nielsen Radio September 2016
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Persons 12+ (Primary)	3,968,900	3,968,900	1,585	1,391

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.
Encoded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist and an Average Weekly Cume Rating of at least .495 during the Monday - Sunday 6am - Midnight daypart for the survey period.
PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:
http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf
The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.
<https://ebook.nielsen.com/secure/PP6/2016SEP/0429/pdfs/SpecialNotices.pdf>

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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